LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 681—(VICTORY)—Req. No. 6063b—1 Page—7 x 10 inches—4 colors—National Magazines, 1978 (A)
Printed in U.S.A.

# New National Smoker Study:

# Merit Scores Important Victory!

## High tar smokers report low tar MERIT delivers flavor of leading high tar brands

*Are the toughest "critics" of low tar cigarettes satisfied with the taste of MERIT vs. leading high tar brands?*

Read the results from a new nationwide research effort.

**Results Confirm Breakthrough**

***Confirmed:*** Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

***Confirmed:*** Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

And in detailed interviews conducted among current MERIT smokers?

***Confirmed:*** 85% of MERIT smokers say it was an "easy switch" from high tar brands.

***Confirmed:*** Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

***Confirmed:*** 9 out of 10 MERIT smokers not considering other brands.

**First Major Alternative To High Tar Smoking**

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first major alternative for high tar smokers. © Philip Morris Inc. 1978

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug. '77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

# MERIT

**Kings & 100's**

2061193079

Source: https://www.industrydocuments.ucsf.edu/docs/xkj... 2061193079